

message;

providing the unique identifier to the server computer by way of sending the web site address to the server computer in a request submitted by the client computer to access said one or more web sites, independent from any consumer profile information previously stored on the client computer;

parsing the web site address in the request, to retrieve the unique identifier embedded in the web site address;

identifying the email recipient based on the retrieved unique identifier; and

tracking the email recipient's movement within the one or more web sites by associating the unique identifier with information that defines consumer activity within said one or more web sites.

2. (Amended) The method of Claim 1, wherein the act of tracking the email recipient's movement within said one or more web sites comprises:

storing in at least one log file the unique identifier in association with the information that defines consumer activity; and

extracting the information that defines consumer activity based on said association to track consumer movement.

3. (Amended) The method of Claim 1, wherein the act of associating the unique identifier with information that defines consumer activity comprises:

identifying an IP address of the client computer, wherein the IP address is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the IP address such that the information that defines consumer activity can be extracted based on the association between the IP address and the unique identifier.

4. (Amended) The method of Claim 1, wherein the act of associating the unique identifier with information that defines consumer activity comprises:

identifying connection or environment specific information related to the established connection between the client computer and the one or more web sites, wherein the connection specific information is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the connection specific information such that information that defines consumer activity can be extracted based on the association between the connection specific information and the unique identifier.

5. (Unchanged) The method according to Claim 1, wherein the unique identifier identifies a consumer's electronic mail address.

6. (Unchanged) The method according to Claim 1, wherein the one or more web sites include a plurality of links to other web pages that can be located at a plurality of web servers.

7. (Unchanged) The method according to Claim 6, wherein the plurality of links to other web pages includes a link to a web page from where the consumer can purchase merchandise.

8. (Unchanged) The method according to Claim 6, wherein the plurality of links to other web pages includes a link to a web page from where the consumer can electronically view images of merchandise.

9. (Unchanged) The method according to Claim 6, wherein the plurality of links to other web pages includes a link to a web page from where the consumer may electronically contact a seller.

10. (Unchanged) The method according to Claim 1, wherein information about the consumer's movement within the one or more web sites is stored in a log file.

11. (Unchanged) The method according to Claim 10, wherein the log file includes the addresses of the one or more web sites.

12. (Unchanged) The method of Claim 10, wherein the log file includes information regarding number of times the consumer accesses a particular web site.

13. (Unchanged) The method of Claim 10, wherein the log file includes information regarding any purchase the consumer makes while visiting the one or more web site.

14. (Unchanged) The method according to Claim 10, wherein the log file includes duration of the consumer's visit to a particular web site.

b) 15. (Unchanged) The method according to Claim 10, further comprising:
developing a consumer master database based upon the log file;
querying the master database; and
determining consumer preferences.

16. (Unchanged) The method according to Claim 15, wherein the master database includes a plurality of segments including an email look up segment that includes a listing of a plurality of consumer electronic mail addresses with corresponding unique identifiers.

17. (Unchanged) The method according to Claim 15, wherein the master database includes a consumer information segment that contains consumer related information.

18. (Unchanged) The method according to Claim 15, wherein the master database includes a promotional material segment that includes information regarding promotional

materials.

19. (Unchanged) The method according to Claim 15, wherein the master database includes a purchasing segment that includes information regarding purchases made by the consumers.

20. (Unchanged) The method according to Claim 15, wherein the master database includes a URL segment that includes a plurality of URLs with corresponding keywords and plurality of keycodes associated with the keywords.

21. (Unchanged) The method according to Claim 15, wherein the master database includes a credit card segment that includes consumer credit card number, date and amount of purchase by consumer.

22. (Amended) Computer executable process stored in a computer readable medium for identifying a consumer without requiring consumer registration, the process comprising:

embedding a unique identifier within a web site address, the unique identifier uniquely identifying a consumer;

establishing a connection between the consumer's computer and a server computer providing access to one or more web sites, in response to a consumer selecting a reference to the web site address forwarded by way of electronic mail;

providing the unique identifier to the server computer by way of sending the website address to the server computer to access the one or more web sites, independent from any consumer profile information previously stored on the client computer;

parsing the web site address to retrieve the unique identifier embedded in the web site address; and

tracking the consumer's movement within the one or more web sites by associating the unique identifier with information that defines consumer activity within said one or more web sites.

23. (Unchanged) The computer executable process of Claim 22, wherein the act of tracking consumer movement within said one or more web sites comprises:

storing in a log file the unique identifier in association with the information that defines consumer activity within said one or more web sites;

searching the log file for the unique identifier; and

extracting the information that defines consumer activity based on its association with the unique identifier to track consumer movement.

24. (Unchanged) The computer executable process of Claim 22, wherein the act of associating the unique identifier with information that defines consumer activity comprises:

identifying an IP address used for establishing the connection between the consumer's computer and the one or more web sites, wherein the IP address is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the IP address such that the information that defines consumer activity can be extracted based on the association between the IP address and the unique identifier.

25. (Unchanged) The computer executable process of Claim 22, wherein the act of associating the unique identifier with information that define consumer activity comprises:

identifying connection specific information related to the established connection between the consumer's computer and the one or more web sites, wherein the connection specific information is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the connection specific information such that data that defines consumer activity can be extracted based on the association between the IP address and the unique identifier.

26. (Unchanged) Computer executable process steps according to Claim 22, wherein

the unique identifier identifies a consumer's electronic mail address.

27. (Unchanged) Computer executable process steps according to Claim 22, wherein the one or more web sites include a plurality of links to other web pages that can be located at a plurality of web servers.

28. (Unchanged) Computer executable process steps according to Claim 27, wherein the plurality of links to other web pages located at a plurality of web servers includes a link to a web page from where the consumer can purchase merchandise.

29. (Unchanged) Computer executable process steps according to Claim 27, wherein the plurality of links to other web pages includes a link to a web page from where the consumer can electronically view images of merchandise.

30. (Unchanged) Computer executable process steps according to Claim 27, wherein the plurality of links to other web pages includes a link to a web page from where the consumer may electronically contact a seller.

31. (Unchanged) Computer executable process steps according to Claim to 22, wherein information about the consumer's movement within the one or more web sites is stored in a log file.

32. (Unchanged) Computer executable process steps according to Claim according to 31, wherein the log file includes the addresses of the one or more web sites.

33. (Unchanged) Computer executable process steps according to Claim 31, wherein the log file includes information regarding number of times the consumer accesses a particular web site.

34. (Unchanged) Computer executable process steps according to Claim 31, wherein the log file includes information regarding any purchase the consumer makes while visiting the one or more web site.

35. (Unchanged) Computer executable process steps according to Claim 31, wherein the log file includes the duration of the consumer's visit to a particular web site.

36. (Unchanged) Computer executable process steps according to Claim 31, further comprising:

developing a consumer master database based upon the log file;

querying the master database; and

determining consumer preferences.

37. (Unchanged) Computer executable process steps according to Claim 36, wherein the master database includes a plurality of segments including an email look up segment that includes a listing of a plurality of consumer electronic mail addresses with corresponding unique identifiers.

38. (Unchanged) Computer executable process steps according to Claim 36, wherein the master database includes a consumer information segment that contains consumer related information.

39. (Unchanged) Computer executable process steps according to Claim 36, wherein the master database includes a promotional material segment that includes information regarding promotional materials.

40. (Unchanged) Computer executable process steps according to Claim 36, wherein

the master database includes a purchasing segment that includes information regarding purchases made by the consumers.

41. (Unchanged) Computer executable process steps according to Claim 36, wherein the master database includes a URL segment for storing plurality of keywords associated with plurality of URLs, and the plurality of key codes associated with plurality of keywords.

42. (Unchanged) Computer executable process steps according to Claim 36, wherein the master database includes a credit card segment that includes consumer credit card number, date and amount of purchase by consumer.

43. (Unchanged) The method of Claim 1, wherein the unique identifier is a consumer's credit card information.

44. (Unchanged) The computer executable process of Claim 22, wherein the unique identifier is a consumer's credit card information.

45. (Amended) A method for electronically identifying a consumer without requiring consumer registration, the method comprising:

receiving a consumer request to access one or more web sites implemented on at least one server computer, wherein the consumer request is submitted by way of a client computer and the request includes a web site address, sent to the consumer in an electronic mail message, with a unique identifier embedded in the web site address for uniquely identifying the particular consumer;

parsing the web site address to find the unique identifier; and

logging the unique identifier in one or more log files in association with information that defines consumer activity within said one or more web sites, independent from any consumer profile information previously stored on the client computer by any servers.

46. (Unchanged) The method of Claim 45, further comprising:

extracting the information that defines consumer activity based on its association with the unique identifier to track consumer movement.

47. (Unchanged) The method of Claim 45, wherein the consumer request is received through a connection established between the consumer's computer and the one or more web sites, the method further comprising:

identifying connection or environment specific information related to the established connection between the consumer's computer and the one or more web sites, wherein the connection specific information is automatically logged in correspondence with the information that defines consumer activity; and

associating the unique identifier with the connection or environment specific information such that information that defines consumer activity can be extracted based on the association between the connection or environment specific information and the unique identifier.

48. (Unchanged) The method of Claim 47, wherein the connection or environment specific information relates to IP address of the consumer's computer.

49. (Unchanged) The method of Claim 47, wherein the unique identifier relates to credit card information of the consumer.

50. (Unchanged) The method of Claim 47, wherein the unique identifier relates to electronic mail address of the consumer.

51. (Unchanged) The method of Claim 47, wherein the connection or environment specific information relates to an operating system executing on the consumer's computer.

52. (Amended) A unique identifier embedded in a URL provided to a consumer by